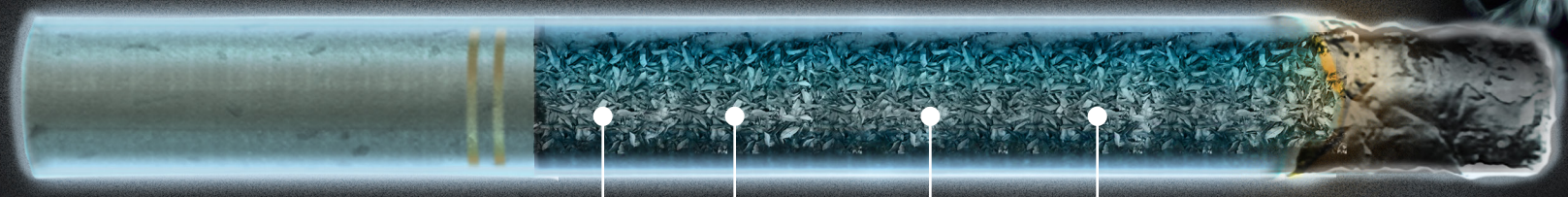
# EXAMINING THE ANATOMY OF ADDICTION

A closer look at how the tobacco industry has made cigarettes more addictive, more **attractive** to kids—and even more deadly.



**Flavorings** like chocolate and licorice mask the harshness of the smoke and make tobacco products more appealing to kids.

**Menthol** cools and numbs the throat to reduce irritation and make the smoke feel smoother.

**Bronchodilators** are chemicals that expand the lungs' airways, making it easier for tobacco smoke to pass into the lungs.

**Levulinic acid** (an organic acid salt) reduces the harshness of nicotine and makes the smoke smoother and less irritating.

Source: Designed for Addiction, by the Campaign for Tobacco-Free Kids

**TREATMENT**

The FDA must regulate the design and content of tobacco products to reduce the number of Americans who get sick and die from using them.

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